



Press Release

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AURORA UNVEILS LEADING EDGE TECHNOLOGY AT NFDA CONVENTION

Boston, Massachusetts - Aurora Casket Company introduced *Family Advisor* as the National Funeral Directors Association kicked-off its convention today.

Aurora's *Family Advisor* is a state-of-the-art interactive project designed specifically for funeral service. Customer demand was the catalyst for the development of the project. Since 1995, Aurora has steadily built the concept of interactive funeral planning and has applied customer input into every phase of the *Family Advisor* project.

"As we embark upon a new millennium, we are forced to reconsider how to best utilize the resources we have available. *Family Advisor* is not only innovative but it renders other merchandising systems obsolete," said Chris Barrott, executive vice president of operations for Aurora.

As a merchandising tool, *Family Advisor* allows funeral directors to present preneed and at need funeral planning to families in a comfortable, relaxed setting. Caskets, services and related products are displayed on a 36-inch full color computer monitor utilizing mixed media. Seated around a custom designed conferencing center, families can view and ask questions about every aspect of the planning process. The funeral director has the option of answering questions either personally, with the aid of specific imagery or by elaboration using video presentations produced for specific issues.

"Ultimately, the result will be a better informed consumer. That means families are less stressed during the decision making process and eventually will be more satisfied with their selection," added Barrott. "For the funeral director, it means more revenue potential and less need for selection room inventory."



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Family Advisor also offers funeral directors innovative features that can revolutionize funeral home management at an affordable cost, well below many product display systems currently on the market. Additionally, versatility and simple updates allow the *Family Advisor* to evolve and stay current with market changes. On-line capabilities will provide access to Aurora established web sites providing information on available products, continuing education programs and other management services.

For a *Family Advisor* demonstration, visit the Aurora exhibit at the NFDA convention, booth #3311 or call 800 457-1111.

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